

**FITNESS COMMITTEE  
MINUTES  
January 8, 2020  
5:00 PM**

The Fitness Committee held a public meeting on January 8, 2020, beginning at 5p.m. via conference call.

**Members Present**

Jennifer Eastman  
Dr. Aruna Nathan (Chair)  
Cameron Pollock  
Jason Semanoff

**Members Not Present**

Dr. Mychelle Farmer  
Namisa Kramer  
Julie Maneen  
Joanne Roberts

**Maryland Department of Health Staff Present**

Nacole Smith

**Agenda**

**1. Action Plan**

- The committee reviewed the goals and strategies of the action plan
- The committee decided to create a one pager marketing tool to disseminate to partners:
  - An email will go out to partners introducing the committee and giving background information
  - A separate page will be created for the marketing tool
  - The MDH logo will be used on the marketing tool
  - Just highlight key points about the benefits of physical activity and incorporate links to other resources for more information
- Nacole will send the MDH logo to Aruna
- The structure of the marketing tool will be:
  - Heading – Fit 150
  - What is Fit 150? – provide a short description of the campaign
  - Suggested ways to achieve 150 minutes of physical activity – provide bulleted points such as, walk and bike to school, walk to your local farmers market, use public transportation, sign up for a weight management program like TOPS or Curves, etc
  - Resources – provide links to articles, programs, websites for more information about the benefits of physical activity
- The committee needs to figure out how to evaluate the strategies in the action plan

- Deadline for the first draft of the marketing tool will be Wednesday January 15<sup>th</sup>
- Aruna will send logo images to the group for review
- Cameron and Aruna will present at the advisory meeting next week
  - Give broad overview of action plan and what we plan to achieve

## **2. Next steps**

- Aruna will initiate the marketing tool
- Nacole will send the MDH logo to Aruna
- Committee will create first draft of marketing tool by 1/15/20
- Nacole will send logo images to the committee